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Mr Zafar Futehally
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Gland, 1 June 2004

Dear Zafar,

Over the past year, WWF's involvement in partnerships for sustainable development has been solicited more often than ever before. Many new relationships have been established with businesses, other NGOs, governments and multilateral partners, or a variety of partners willing to join hands for a common purpose and offer concrete solutions to regional development challenges.

Acting as a broker and partner for regional development is a role perhaps unexpected of an NGO, yet one few other institutions can offer, not even intergovernmental bodies, which are sometimes seen as lacking independence. For example, at the recent Conference of the Parties of the Convention on Biological Diversity WWF brought the Malaysian, Indonesian, and Philippine governments together to sign an agreement on an ecoregion conservation plan for the Sulu Sulawesi Sea. This is obviously a big win for the environment. But there is another aspect too. Government officials have often told me that the environmental cause is an important motivation for such partnerships, but that their primary objective is actually regional stability. The environment is thus becoming an entry point to a cohesive social and economic future across borders and for entire regions.

It is ironic therefore, that today the environmental cause seems to take a back-seat when it comes to priority setting for development policy by bilateral and multilateral donors – or worse, it is sometimes even portrayed as being in conflict with the poverty reduction agenda. This is a mistake that ridicules the very meaning of sustainable development – which is based on the economic, the social, as well as the environmental component. Thus, many of us feel we are passing through an environmental "ice age" for which future generations could pay a heavy price.

Interestingly, this contrasts with a large part of the public that sees the link between a healthy environment and development. Fortunately WWF's strength is to a large extent based on millions of private donors that allow us to play an increasingly important role in translating sustainable development concepts into concrete solutions at a regional scale, such as in the Sulu Sulawesi Sea.

The enclosed *Annual Review 2003* provides you with a quick impression of some of the challenges confronting a global organization like WWF. Please do not hesitate to contact me for more information on WWF's work.

Yours sincerely,

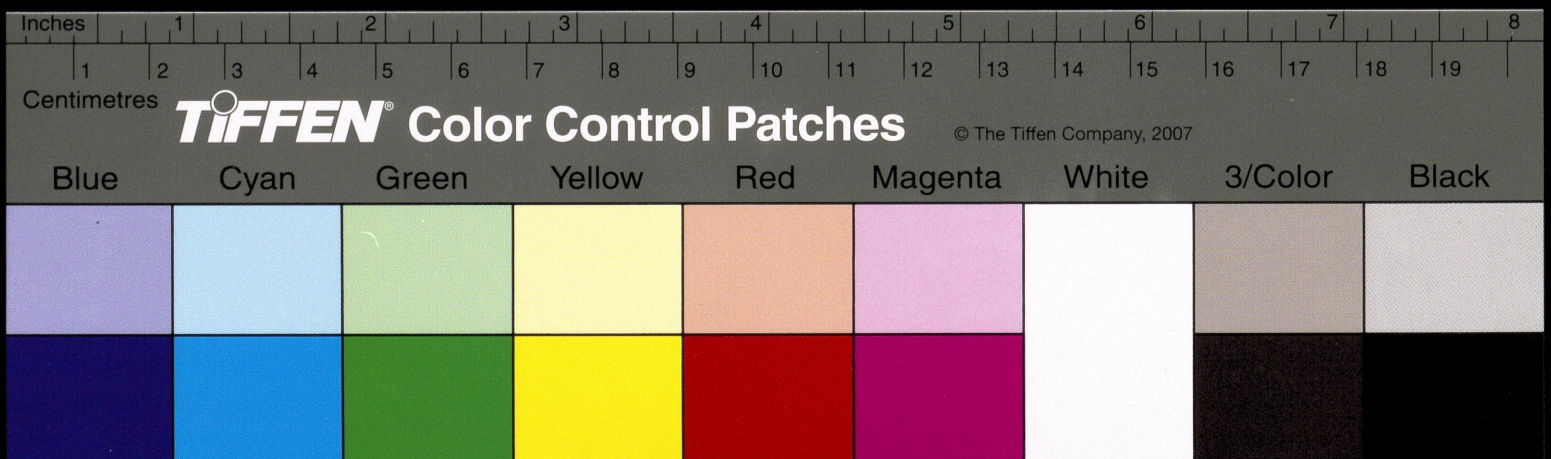
Dr Claude Martin
Director General

President: HE Chief Emeka Anyaoku
Director General: Dr Claude Martin
President Emeritus:
HRH The Duke of Edinburgh
Founder President:
HRH Prince Bernhard of the Netherlands

Registered as:
WWF-World Wide Fund For Nature
WWF-Fondo Mondiale per la Natura
WWF-Fondo Mundial para la Naturaleza
WWF-Fonds Mondial pour la Nature
WWF-Welt Natur Fonds
Also known as World Wildlife Fund

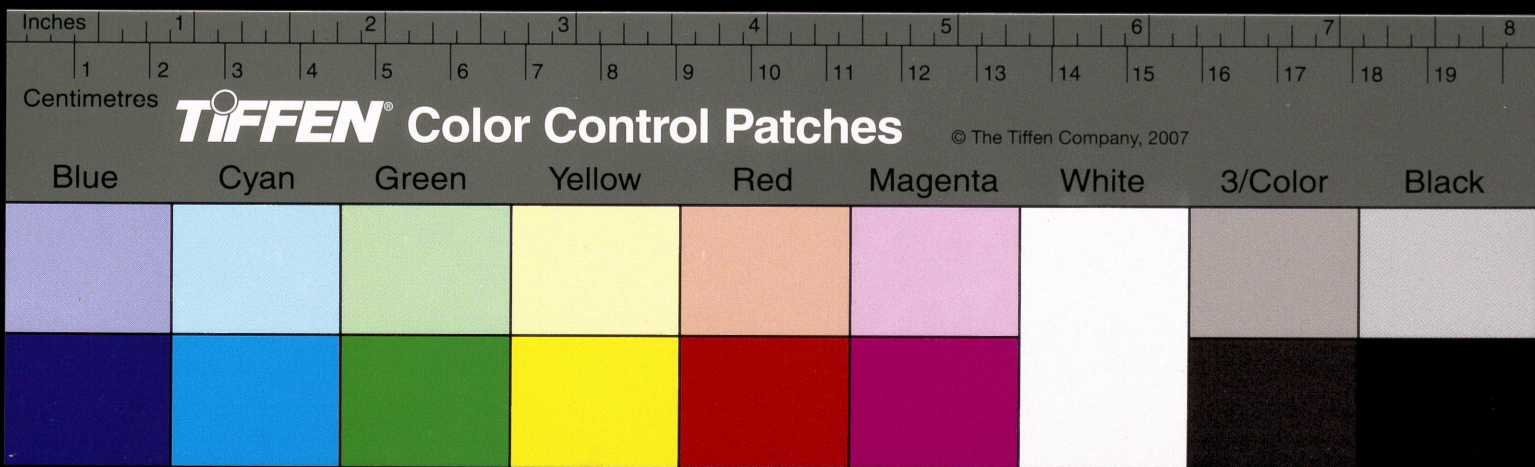
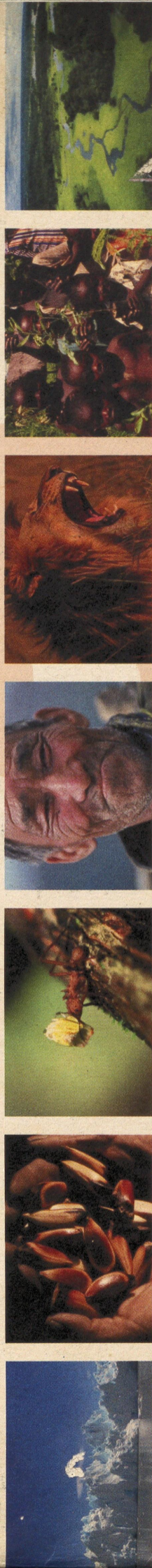


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for a living planet



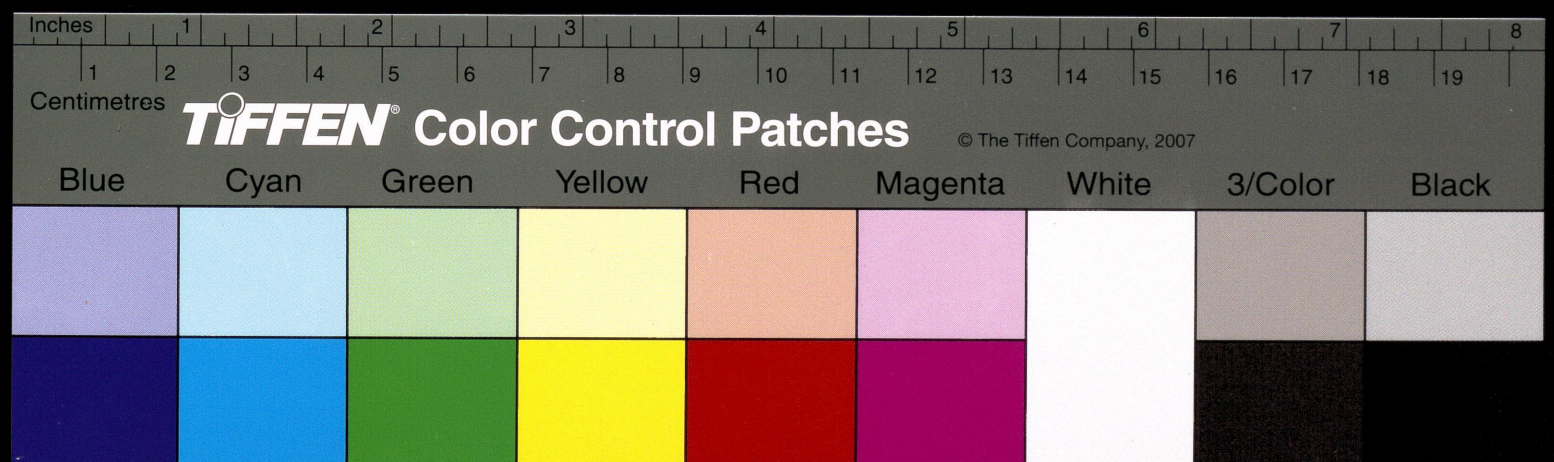
We have earned our conservation mandate because we cooperate closely with many partners to identify complex problems and deliver innovative solutions.

Established in 1961, WWF operates in more than 100 countries and raises some US\$380 million per year. Well over half of this is contributed by individual members and supporters.

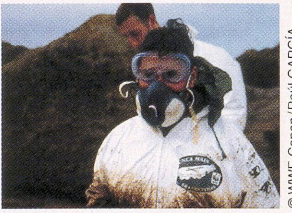
We have achieved our international reputation for pioneering action and constructive dialogue because our conservation policies are driven by solid scientific research. We are currently funding just under 2,000 projects and employ almost 4,000 people around the world.

We also propose numerous initiatives that influence government and multilateral policies as well as business practices.

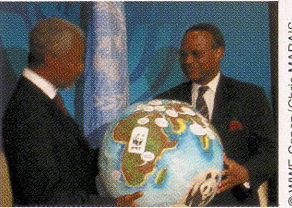
More than 1 billion gallons: the amount of oil spilled worldwide during the last decade • Between 5 and 15 million: the estimated number of species of



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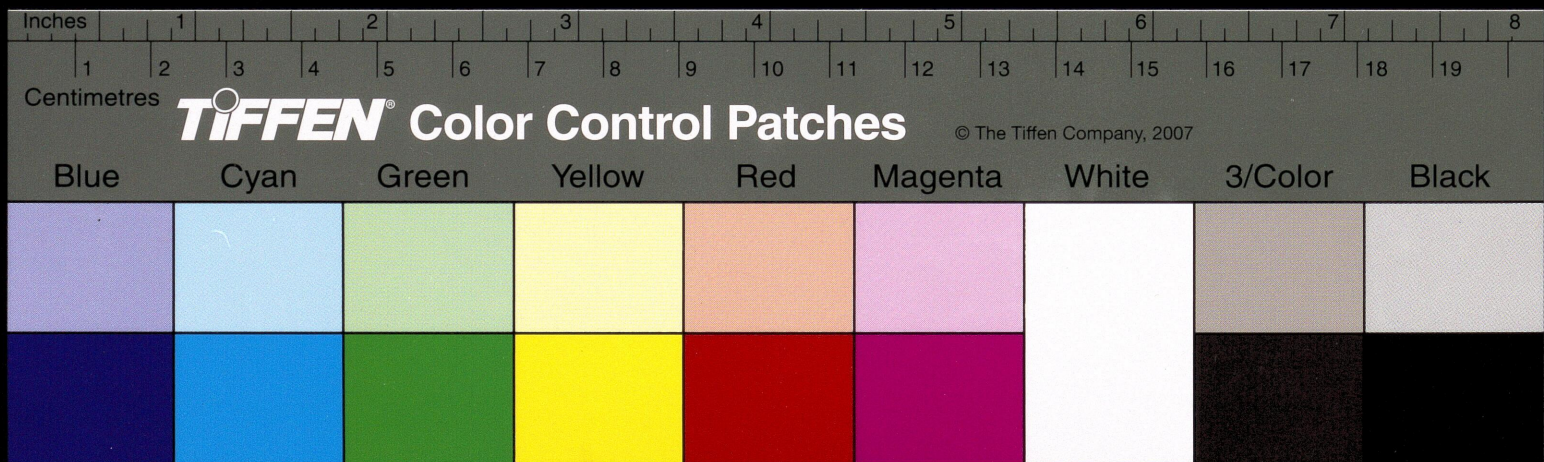


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plants, animals, and micro-organisms alive today • 58, 1, and 9: the number of species of fish, mammals, and birds that have been recorded as extinct in



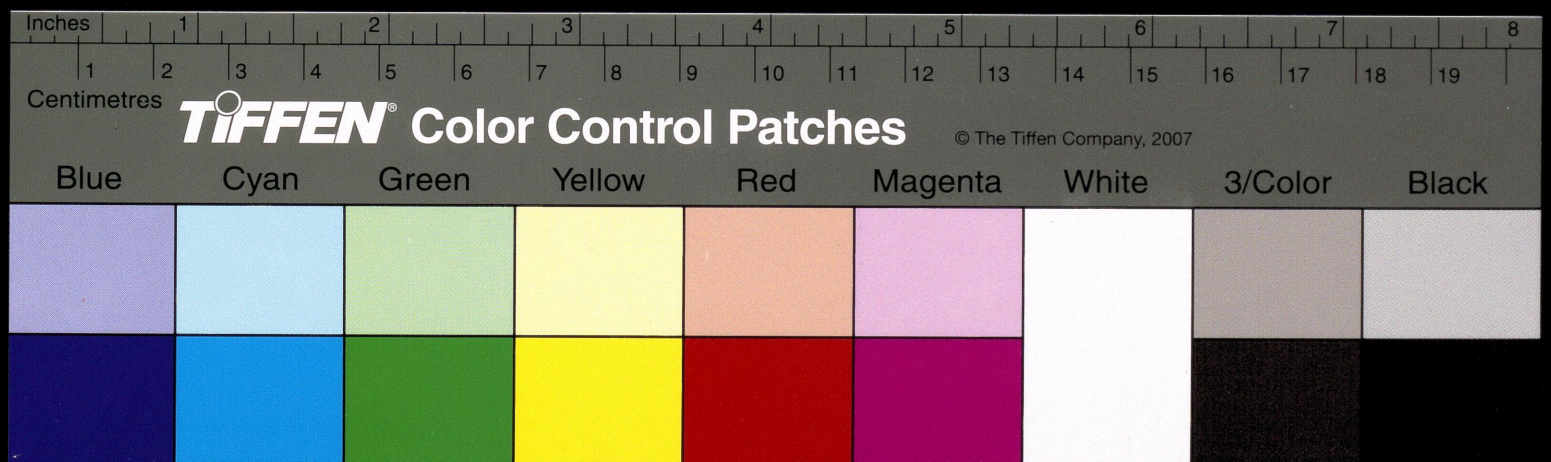
passionate...

Our passion for the beauty of nature and the well-being of people is driven by a powerful commitment that unites our heads and hearts.

It fuels everyone in WWF, from our scientists working on the ground to our policy experts putting pressure on environmentally irresponsible governments and corporations.

Many people get passionate about conservation. But lasting success only comes from channelling this passion to confront the problems and find the solutions.

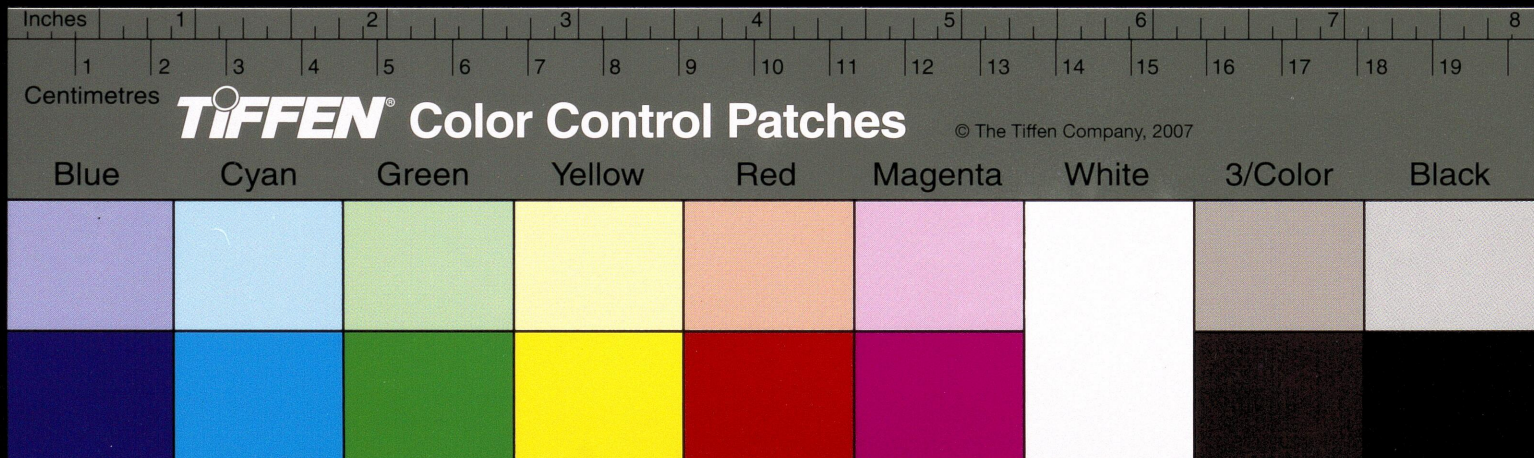
the last thirty years • 20,000: the number of people, mostly in developing countries, who die every year as a result of direct pesticide poisoning



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DELIVERING RESULTS...

23 billion tonnes: the amount of CO₂ which is spewed into the Earth's atmosphere every year. That's more than 700 tonnes every second! • 19% : the



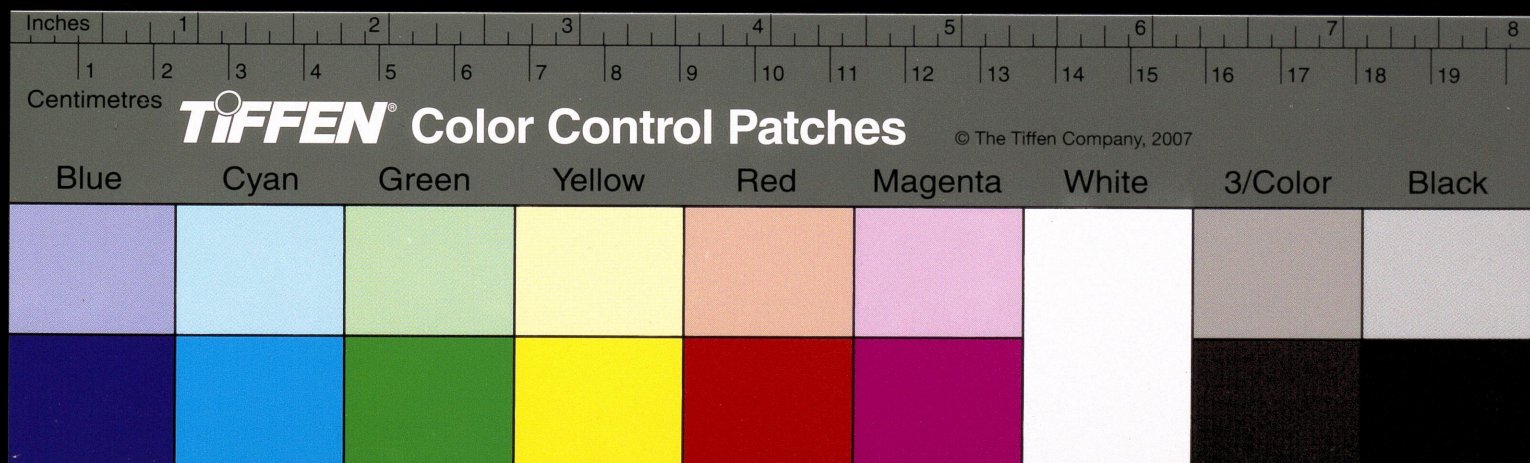
Local conservation problems often have their roots in wider social and economic issues that influence consumption of resources and affect the environment.

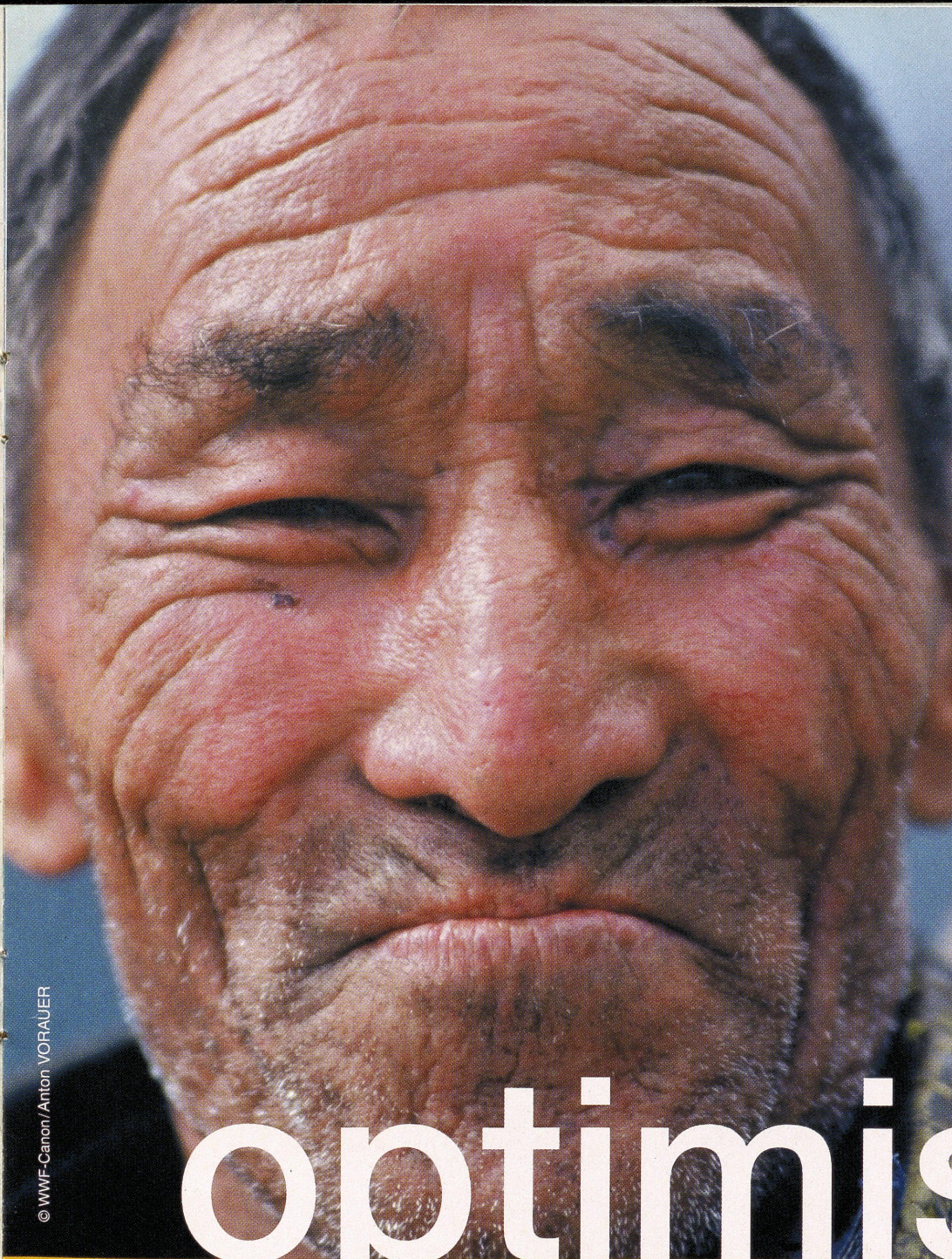
We have identified 238 “ecoregions” containing the most significant elements of the world’s biological diversity.

Ecoregions may span several countries and, as such, are defined by nature. They can include tropical forests, or wetlands, or even entire coral reef systems. We work with partners from all sectors, combining economic and social action to protect or restore biodiversity.

Throughout WWF we have set ourselves stringent targets and measure our success in meeting them. To help deliver really practical results, we have identified six priority programmes: forests, seas, fresh water, climate change, toxics, and endangered species. We concentrate on long-term partnerships with governments, businesses, other NGOs, local communities, and indigenous peoples to overcome obstacles, instigate conservation programmes, or intensify their effects. This inclusive approach helps us to influence specific policies through targeted legislation, market forces, and voluntary commitments.

percentage of the world’s total electricity supplied by hydropower. 24: the number of countries depending on hydropower for 90% of their supply



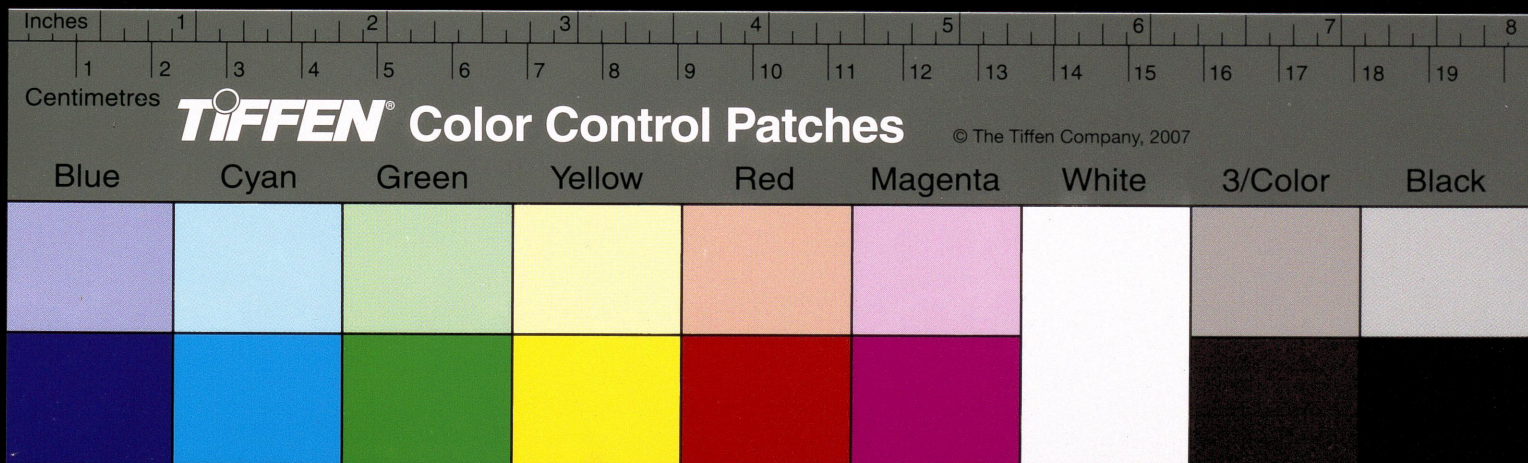



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optimistic

of certified forests in Sweden – the largest area in one country in the world • 1/3 of the world's 105 largest cities rely on protected forests for much

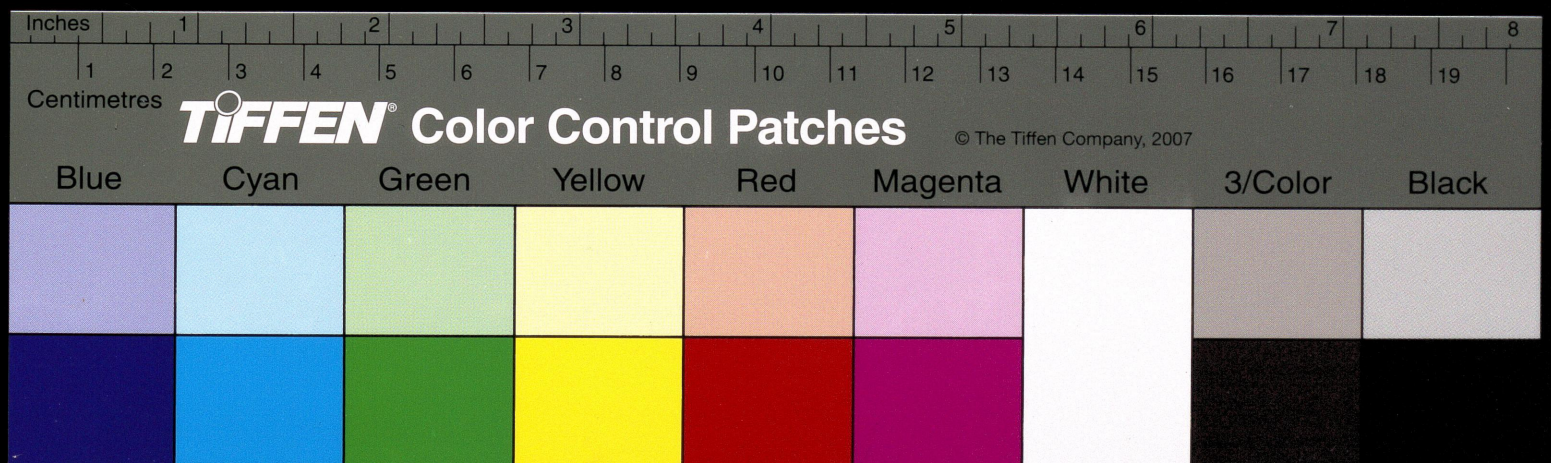




We never give up. WWF is dedicated, determined, and some would say stubborn, but always acutely focused on nurturing solutions for both local issues and the global policy context.

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development at least 31%; recreation 24%; and mining 17% • Toys, clothes, cosmetics, computers, detergents, paints and varnishes, carpets, building

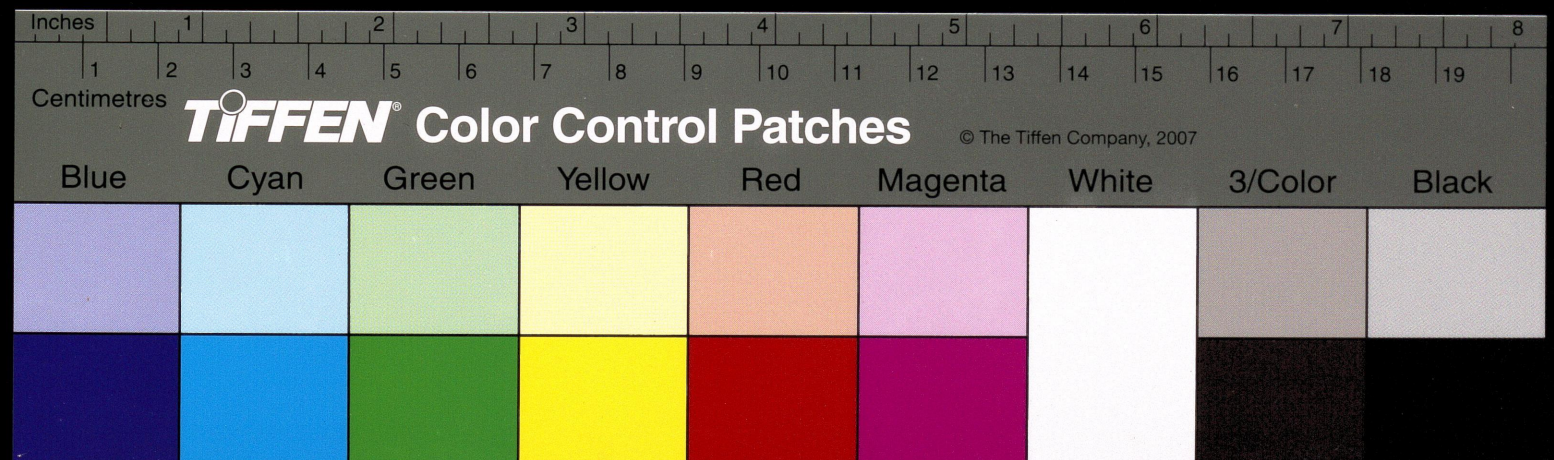


Conservation costs serious money. Every cent is scrupulously allocated and we endeavour to deliver maximum return on the money we invest.

We take great pride in being transparent and accountable. We take meticulous care of funds and WWF donors can get a clear picture of how their contributions are being used.

We are largely funded through the generosity of millions of individuals who place considerable trust in us. Some 60 per cent of the funds we raise every year come from membership fees, personal donations, trusts, legacies, and other gifts. Contributions from governments and aid agencies account for more than 20 per cent of our income. Corporate donations, sponsorships, and royalties from licensing our Panda logo provide further funding.

illnesses caused by poor quality water • Atmospheric levels of CO₂ – the main global warming gas – are now higher than at any time in the past 420,000 years

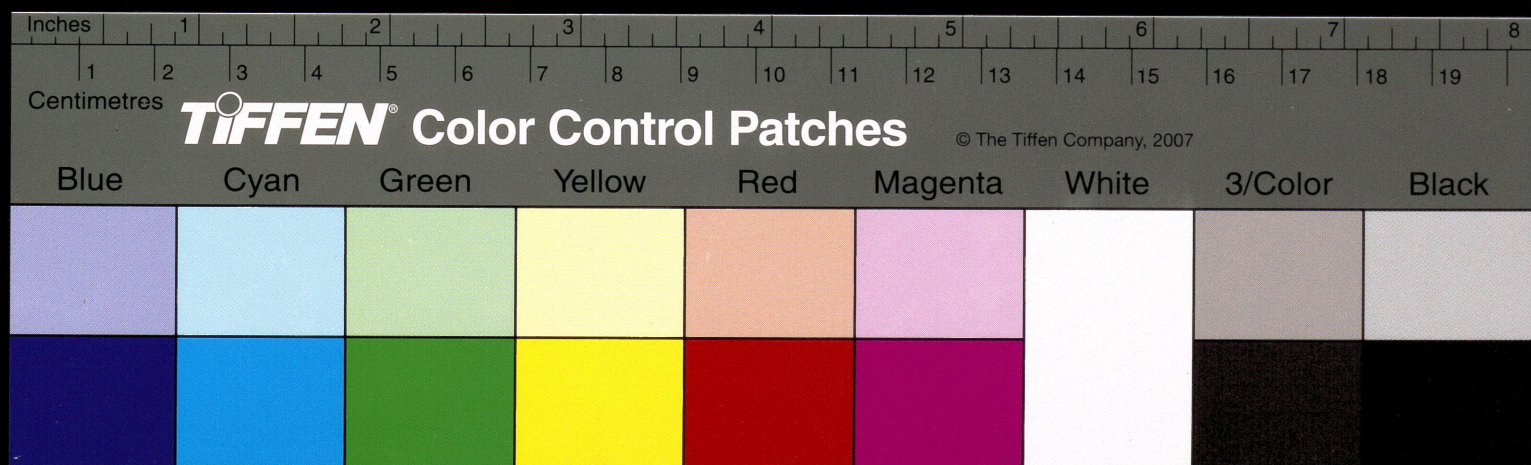


we can't do it without you

Your help, your generosity, your determination, and your cooperation
are vital to give our planet hope for the future...



for a living planet[®]





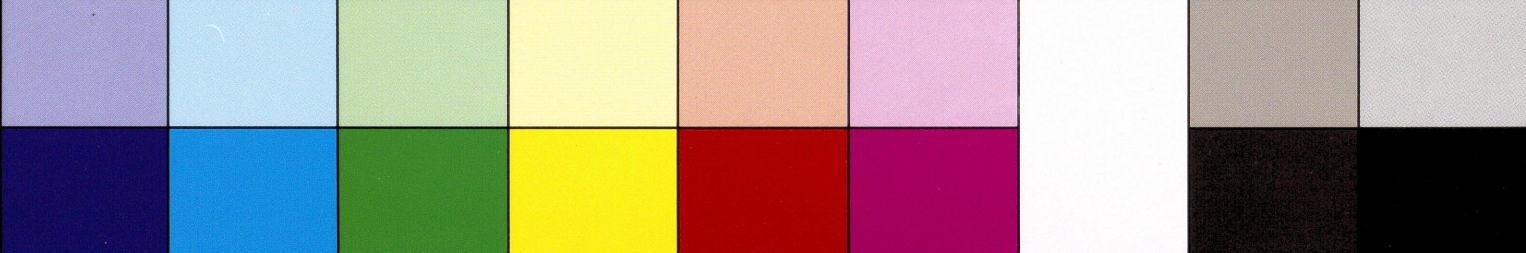
Inches 1 2 3 4 5 6 7 8

Centimetres 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

TIFFEN Color Control Patches

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Blue Cyan Green Yellow Red Magenta White 3/Color Black





WWF *for a living planet*

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

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